

OFFICIAL
PROGRAM

Edmonton Exhibition
Association Ltd.

July 16th to 21st, 1934

PRICE 10 CENTS

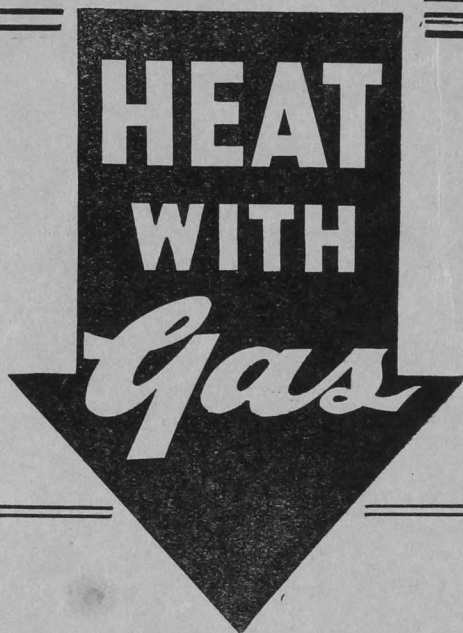
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IN READINESS FOR WINTER

Investigate the possibilities of GAS HEAT in your home. The cost is so reasonable there's no need to put up with the fuss and muss of Coal Furnace Drudgery for another winter. We'll gladly give you the facts about heating your home with gas.

Telephone 22121—Today

Northwestern Utilities Limited

"Natural Gas Service"

Edmonton Exhibition

SPECIAL FOR MONDAY, July 16th—CHILDREN'S DAY

Children under 15 years of age admitted Free to the grounds, and for 10c to the Grand Stand, both afternoon and evening.

Monday Only—Special rate of 5c for children, to shows and rides.

EXTRA! EXTRA! EXTRA!

Wednesday, July 25th—**AUTO RACES**, in the afternoon, at the Exhibition Grounds, Edmonton.

Prices of Admission to Grounds

8 a.m. to 6 p.m.—Adults 50c.

Children over 6 and under 15, 25c.

Children up to 6, free when with adults.

After 6 p.m.—25c, Adults and Children.

Advance sale tickets purchased at 5 for \$1.00 are good for admission to the grounds at any hour.

Prices of Admission to Grand Stand

Rush Seats—Adults, 50c.

Children under 15, 25c.

Children in arms, free.

Reserved Seats—75c.

Box Seats—\$1.00.

Prices of Admission to Shows

The prices of admission to the various shows will be found posted up prominently in front of each show.

Eat at Madam Dow's, Just West of Roller Coaster.

"THE BEST IN REST"

When buying insist on

Edmonton - Made Mattresses

Sold at all Furniture and Departmental Stores

Canadian Bedding Company Limited

Factory 10333 96th St.

SEIBERLING—The tire that never wears smooth. Seaman's Model Tire Repair, 95th Street and Jasper.

What of the Future?

A MONTHLY INCOME FOR YOU

Starting at age 50, 55, 60 or 65, and thereafter as long as you live

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Managing Director

E. B. H. SHAVER,
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TIRE TROUBLE? See Seaman's Model Tire Repair, corner 95th St. and Jasper.



Exhibition Visitors!

COME IN AND SEE WHERE YOUR DRY
CLEANING AND DYEING IS DONE

You have been our customer for years by
mail—a personal call will be appreciated, and
we will be glad to show you through WESTERN
CANADA'S LARGEST CLEANING & DYE
WORKS.

Trudeau's Limited

10050 103rd Street, EDMONTON

"Where Most People Trade"

Programme for Monday, July 16th

Gates Open to Public at 12 o'clock Noon

Grand Stand Opens to Public at 1.30 p.m.

- 9 a.m.— Judging of Agricultural and Horticultural Exhibits, and
completion of unfinished judging in other departments.
- 1 p.m.— Opening of all Exhibit Buildings to the public (closing
hour, 10 p.m.).
- 1.30 p.m.— Opening of Grand Stand to public.
- 2.30 p.m.— First Horse Race.
- 3 to 6 p.m.— Reception at Old Timers' Cabin.
- 7.30 p.m.— Band Concert in front of Grand Stand.
- 7.45 p.m.— Musical Ride by Royal Canadian Mounted Police.
- 8.15 p.m.— Official Opening of the Exhibition by Hon F. S. Grisdale,
Minister of Agriculture for the Province of Alberta.
- 8.30 to 10 p.m.— The Show of the Century.
- From Noon until Midnight—Royal American Shows, Television, Robot, and
Marionette Show.

After the program drop over to Madam Dow's Restaurant, opposite Midway Entrance

JACK HAYS' TAXICABS and AMBULANCE SERVICE

PHONE



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Stand at
Exhibition Ground

DRIVURSELF
CARS

Stand at
Selkirk Hotel

Let us check your tires for that trip, Seaman's Model Tire Repair, 95th St. and Jasper

Allis - Chalmers Model "U" Tractors are sold in Western Canada by **Cockshutt Plow Company, Limited**

These Tractors as raced at Class "A" Exhibitions with low pressure air tires or with ordinary Steel Wheels offer you the finest buy in the three plow tractor field. They are low in price but high in quality. Do not fail to call at the Cockshutt Showroom, opposite the Market Square and examine them together with the 20-35 Model and the representative display of high-grade Cockshutt Farm Implements.

Cockshutt Plow Company, Limited
Winnipeg, Regina, Saskatoon, Calgary, Edmonton

Programme for Tuesday, July 17th

- 9 a.m.— Commencement of Basketball Tournament.
10 a.m.— Commencement of Live Stock Judging:
Heavy Horses, in judging ring east of Arena;
Cattle, in rings south of Arena;
Sheep and Swine, in barns near Alberta Ave. entrance.
Dogs, Poultry (in Fire Hall) and Canaries (in Agricultural Building).
1.30 p.m.— Grand Stand opens to public.
2.00 p.m.— Commencement of judging of Dog Show.
2.30 p.m. Horse Races.
3 to 6 p.m.— Receptions at Old Timers' Cabin; hostesses from Clover Bar, Bremner and West Salisbury districts.
7.30 p.m.— Band concert in front of grand stand.
7.45 p.m. Tractor Races.
8.15 p.m.— The Show of the Century.
From Noon until Midnight—Midway, Television, Robot, and Marionette Shows.
10 a.m. to 10 p.m.—Exhibit Buildings open to public.

Madam Dow's "Sudden Service" Restaurant, opposite Midway Entrance.

FOR BETTER GRADE **SHOE REPAIRING** *While You Wait! Pleased Customers*

Kenward's Shoe Repair Shop

Ladies' Waiting Room, Shoe Shine

10045 101a Avenue

Edmonton



Your Car is as good as your Tires, Seaman's Model Tire Repair, 95th St. and Jasper

To Men Who Want to Quit Work at 55

Some day you'll want to retire, to travel or just
"take things easy".

Why not make certain NOW that you'll be
financially able to afford that life of leisure? It
can be done quite easily.

A guaranteed private income from The Continental makes possible
any income you desire at age 55 or 60, yet costs but little if purchased
now on our pay-as-you-go plan.

See our Representatives:

J. O. FOY, SPECIAL REPRESENTATIVE
ARMOUR W. BULL, REPRESENTATIVE

E. L. CHURCHILL
MANAGER

STELLA E. WERNER, REPRESENTATIVE
MARIE M. MCCONNELL, REPRESENTATIVE

The Continental Life Insurance Company

Visit our Booth in the Manufacturers Building

A Canadian Company Established 1899



Madam Dow's Comfortable Restaurant, Just West of Roller Coaster.

Programme for Wednesday, July 18th

- 9.00 a.m.— Continuation of Basketball Tournament (all day).
- 9.30 a.m.— Continuation of Live Stock Judging.
- 10 a.m.— Judging of Roses, Sweet Peas and Peonies.
- 11 a.m.— Judging of canaries and cage birds.
- 1 p.m.— Continuation of judging of dogs.
- 1.30 p.m.— Opening of grand stand to public.
- 2 p.m.— Continuation of live stock judging.
- 2.30 p.m.— Horse Races.
- 3 to 6 p.m.— Receptions at Old Timers' Cabin; hostesses from Edmonton
- 7 p.m.— Live Stock Parade, in front of grand stand.
- 7.30 p.m.— Band Concert in front of grand stand.
- 7.45 p.m.— Musical Ride by Royal Canadian Mounted Police.
- 8.15 p.m.— The Show of the Century.

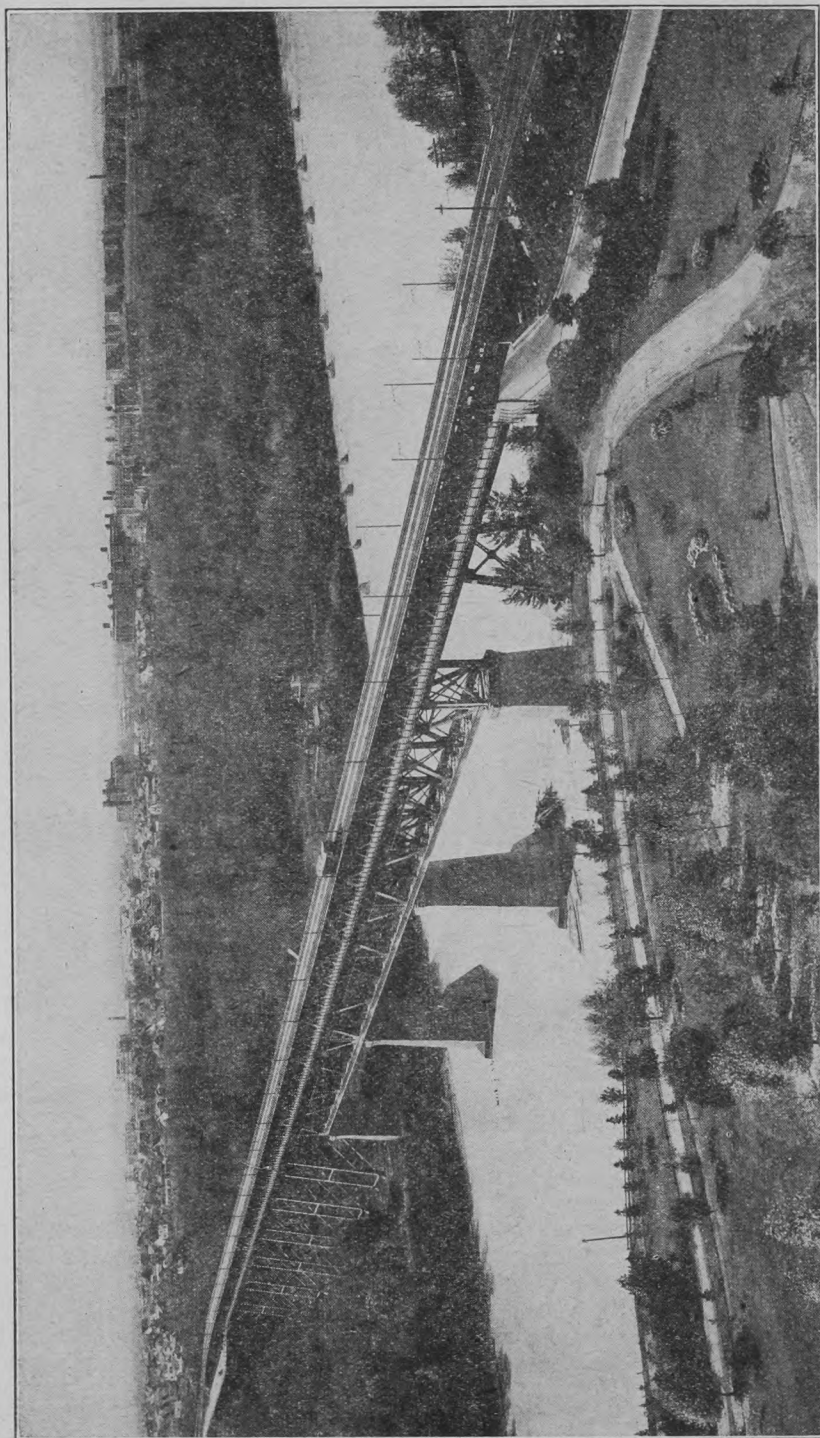
From Noon until Midnight—Royal American Shows, Television, Robot, and
Marionette Shows.

10 a.m. to 10 p.m.—Exhibit Buildings open to the public.

EXTRA! EXTRA! EXTRA!—Auto Races, Wednesday, July 25th, at
Edmonton Exhibition Grounds.

SEIBERLING TIRES—Canada's Finest Tires, Seaman's Model Tire Repair, 95th St.
and Jasper.

EDMONTON—The Premier City of the West



Wholesale, Industrial, Railway and Distributing Centre with two Transcontinental Railways; National Railway Shops for Western Canada; Seat of Provincial University; Fine Public and High Schools; Finest Agricultural, Live Stock and Dairy District; Important Packing Plants; Fully Equipped Municipal Airport; Edmonton's Annual Output of Butter is one of the largest in Canada; Large Stockyards; Unlimited Supply of Coal; Natural Gas; Population, 80,000; Shipping Point for Great Northern Fur Trade; City owned and operated Public Utilities; Net Surplus, 1933, \$750,363.

D. K. KNOTT, Mayor

D. MITCHELL, Commissioner

Lou Meyer chooses an "Allis-Chalmers United Tractor."

The FREEMAN CO., LTD.

Alberta Distributors

HUDSON TERRAPLANE MOTOR CARS

See all other cars and bet on the winner

THERE IS ONLY ONE ANSWER

The HUDSON "8", and the HUDSON TERRAPLANE "8"

It's not just a car but a thrilling experience

VISIT OUR BOOTH in the manufacturer's building or
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Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

Programme for Thursday, July 19th

- 9 a.m.— Continuation of Basketball Tournament.
10 a.m.— Continuation of Live Stock Judging.
Dog Show.
Poultry Show (closes at 8 p.m.).
Canary Show (closes at 6 p.m.).
1.30 p.m.— Grand Stand opens to public.
2.30 p.m.— Horse Races.
3 to 6 p.m.— Receptions at Old Timers' Cabin; hostesses from Namao
and St. Albert districts.
4.45 p.m.— Cavalry Race.
7.30 p.m.— Band concert in front of grand stand.
7.30 p.m.— Finish of Journal Road Race in front of Grand Stand.
7.45 p.m.— Tractor Races.
8.15 p.m.— The Show of the Century.
From Noon until Midnight—The Midway, Television, Robot, and
Marionette Shows.
10 a.m. to 10 p.m.—Exhibit Buildings open to the public.

Let us Examine your tires before buying new ones, Seaman's Tire Repair, 95th St. and
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CARS MADE LIKE NEW



The cost is trifling—Why not
see us now?

AUTO PAINTING
SPRAYED DUCO FINISH
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IRONED OUT
TOP REPAIRING

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AUTO BODY AND FENDER WORKS

Over 30 years' experience

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Street Cars leave for all points throughout the City
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Specially catering to Women and Children

MRS. ROBT. McDONALD, Proprietress

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95th Street and Jasper.

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and Visit the**

Blue Willow

BOOTH IN THE MANUFACTURERS BUILDING

You are invited to partake of a cup of delicious "Blue Willow" Tea or Coffee.
"Alberta's Own."

H. H. COOPER LIMITED.

Hungry? Go to Madam Dow's and satisfy Your Appetite. Opposite Midway

Programme for Friday, July 20th

- 9 a.m.— Finals, Basketball Tournament.
10 a.m.— Conclusion of unfinished judging.
1.30 p.m.— Grand Stand opens to the public.
2.30 p.m.— Horse Races.
3 to 6 p.m.— Receptions at Old Timers' Cabin; hostesses from Stony Plain, Spruce Grove, Horse Hills and Fort Saskatchewan districts.
7.30 p.m.— High Jump, in front of Grand Stand.
7.30 p.m.— Band Concert in front of grand stand.
7.45 p.m.— Musical Ride by Royal Canadian Mounted Police.
8.15 p.m.— The Show of the Century.
From Noon until Midnight—Royal American Midway Shows, Television, Robot, and Marionette Shows.
10 a.m. to 10 p.m.—Exhibit Buildings open to the public.

Madam Dow's "Sudden Service" Restaurant, opposite Midway Entrance

TIRE TROUBLE? See Seaman's Model Tire Repair, corner 95th St. and Jasper.

Programme for Saturday, July 21st

- 1.30 p.m.— Grand Stand opens to public.
2.30 p.m.— Horse Races.
3 to 6 p.m.— Receptions at Old Timers' Cabin.
7.30 p.m.— Band Concert in front of grand stand.
7.45 p.m.— Tractor Races.
8.15 p.m.— The Show of the Century.
From Noon until Midnight—Royal American Shows, Television, Robot,
and Marionette Shows.
10 a.m. to 4 p.m.—Art and Women's Work Exhibit Buildings open to public.
10 a.m. to 6 p.m.—Agricultural Exhibits Building open to public.
10 a.m. to 10 p.m.—Manufacturers' Building open to public.

EXTRA SPECIAL—For Wednesday, July 25th, AUTO RACES at
Edmonton Exhibition Grounds.

Eat at Madam Dow's, Just West of Roller Coaster.

FAST SERVICE

On Brakes, Ignition, Tires, Steering, Greasing and
General Repairs. Towing Service

Universal Motors, Limited

Stan Stainthorp — Dan Daniel

102nd Ave., 1 door west Phone Bldg.

Phone 23646

Let us check your tires for that trip, Seaman's Model Tire Repair, 95th St. and Jasper

Special Features for Special Days

Monday, July 16th— Children's Day.
Tuesday, July 17th— Farmers' Day.
Wednesday, July 18th—Citizens' Day.
Thursday, July 19th— Tourists' Day.
Friday, July 20th— Travellers' Day.
Saturday, July 21st— Carnival Day.

Musical Rides by Royal Canadian Mounted Police on Monday, Wednesday and Friday evenings.

Tractor Races on Tuesday, Thursday and Saturday evenings.

Canary Show—Wednesday and Thursday.

Poultry Show—Tuesday, Wednesday and Thursday.

Dog Show—Tuesday, Wednesday and Thursday.

Basketball Tournament—Tuesday to Friday inclusive; Girls' Teams play Tuesday and Wednesday; Boys' Teams play Thursday and Friday.

Live Stock Parade—Wednesday, 7 p.m., in front of Grand Stand.

Cavalry Race—Thursday, at 4.45 p.m.

Rose, Sweet Pea and Peony Show—Starting Wednesday.

Live Stock Judging—Commences Tuesday morning. See this programme for complete judging schedule.

Journal Road Race—Finish at 7.30 p.m., Thursday, on race track.

High Jump— Friday, 7.30 p.m., in front of Grand Stand.

Madam Dow's Comfortable Restaurant, Just West of Roller Coaster.



Velvet Ice Cream

The luscious, fuller flavored Ice Cream with the velvety texture.

Bricks « Bulk « Dixies « Cones

"Cool-off" with an E.C.D. Popsicle

GRANDSTAND

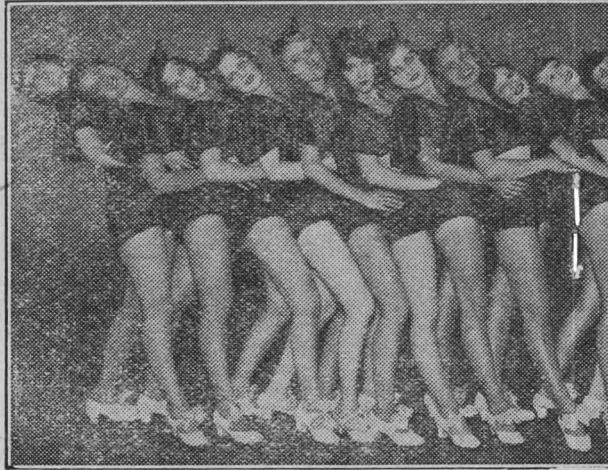


TABLEAU FROM THE SHOW

Each afternoon a
RUNNING HORSE RACE

Each evening:

Band Concert, followed by **Musical Ride** by the **Royal Canadian Mounted Police**, on Monday, Wednesday and Friday evenings, and by **Tractor Races**, on Tuesday, Thursday and Saturday evenings. Climaxing, each evening, with **THE SHOW OF THE CENTURY**.



EVERETT JOHNSON

PROGRAMME



SHOW OF THE CENTURY

on at 2.30 p.m.:

ACES with Pari-Mutuels.



NSON, BANDMASTER

THE SHOW OF THE CENTURY

Featuring:

The Abbot Ballet.

Willie West and McGinty in "A Billion Building Blunders.

Lottie Mayer's Diving Nymphs.

Theodore Trio.

Cosmopolitan Quartette.

Tarzan.

Everett Johnson, Musical Director.

Jack Clive, Master of Ceremonies.

Billie Lorette, "the funny man."

Visit our Showrooms—Cockshutt Plow Co., Ltd., opposite Market Square

Buy a "BEATTY" Bank the Balance

Beatty Bros. Sell and Service Canada's Lowest Priced Standard Washer

Built by Beatty—Guaranteed by Beatty
why consider an unknown washer when you
can buy a Beatty at this low price

\$59^{.95}

Visit our booth in the manufacturers building

BEATTY WASHER STORE

10319 Jasper Ave.

Phone 21656

MUSICAL RIDE BY R.C.M.P.

The "Mounties"—what thrilling words. They never seem to lose their lure—for man, for woman, for the children. Colorful administrators of law and order, and, sometimes, justice, in the early days of Western Canada, and looming large in the picture presented by Western Canada and Northern Alberta, the Royal Canadian Mounted Police, whether in their sombre duty uniforms, or in dress parade, always cause a thrill of pride to sweep through the observer. Canadians are proud of the Royal Canadian Mounted Police.

For some time, sixteen members of the Edmonton detachment have been training their horses for a very spectacular Musical Ride, and in which the members will wear their colorful parade uniforms, and the horses will be accoutered in the smartest of trappings. This Ride will be given three times, during the Exhibition, in the infield in front of the grand stand, on Monday, Wednesday and Friday evenings, during the early part of the grand stand programme, the hour set being 7.45 p.m.

Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

Remember - while you are in
EDMONTON

Photographs
by
MCDERMID STUDIOS LTD.

10133 - 101ST STREET, EDMONTON

PHONE 25444

SEIBERLING—The tire that never wears smooth. Seaman's Model Tire Repair,
95th Street and Jasper.

AUTO RACES

AUTO RACES—Wednesday, July 25th, at the Edmonton Exhibition Grounds!

This announcement will be received with enthusiastic anticipation by those who like a speedy car, and enjoy thrills. J. Alex. Sloan, the dean of motor racing, who has put on automobile races in Edmonton on many occasions, recently visited this city and arranged to hold a race meet on Wednesday afternoon, July 25th. If rain should make it necessary to postpone the event, the races will be run on a later afternoon in the same week. Alex. can always be counted on for something really good, and in addition to the automobile races, he is bringing a specialty feature consisting of a "Crashing the Wall" stunt, by a young lady driving a motor car, that will provide thrills a-plenty. Watch the press for later announcements.

ART LOAN EXHIBIT

The Alberta Society of Artists have prepared a very fine art loan exhibit, which will be staged in the north end of the big Agricultural Building, near the 115th Avenue entrance. This is the same building as houses the floral exhibits. Be sure to see these beautiful pictures.

Eat at Madam Dow's, Just West of Roller Coaster.

Snowflake Laundry and Dry Cleaners Ltd. *and* **New Method Laundry and Dry Cleaners**

You can send your whole weekly wash to us, with the assurance that it will be delivered back to you, in the same condition as it was received, only spotlessly CLEAN

Ladies' and Gents' Suits DRY CLEANED and PRESSED

WET WASH
10404 98th Street

ROUGH DRY
25185—PHONES—25186

Let us Examine your tires before buying new ones, Seaman's Tire Repair, 95th St. and Jasper.

See Lou Meyer drive an "Allis-Chalmers United Tractor" at 50 miles an hour.

BOY SCOUTS IN FORESTRY CABIN

The Forestry Cabin will be put to a new use this year, during the Exhibition. The Boy Scouts have taken over the building and enclosure, and will use it as their headquarters. The pond will be stocked with fish, and the forestry exhibit, consisting of seedlings in various stages of growth, having been planted in the enclosure in successive years, are very interesting. Farmers interested in tree-planting should inspect the seedling beds.

TELEVISION SHOW

This Show will be given in the Annex; that is, the spectators will be in the Annex, and see and hear the speakers there. The speakers, or artists, will themselves be located in the studio across the road, and the pictures and sound effects will be conveyed from the studio to the theatre by wire. Visitors to the Television Show can visit the Annex, see and hear television, then go across the road and see the people giving the programme, in the studio, which will be located on the lawn in front of the Women's Building. Visitors are thus absolutely assured that this show is no fake. A continuous performance will probably be arranged, to be given from noon until midnight.

LOU MEYERS and TRACTOR RACES

We hardly know which to mention first—as both are outstanding. The Allis Chalmers Rumely Co. of Minneapolis are staging these tractor races, in which ordinary farm tractors, geared to high speed and equipped with safety devices, are driven at a speed of from 45 miles up, on the half-mile track.

Lou Meyer, present A.A.A. champion and twice winner of the great Indianapolis Speedway Race, will drive one of these tractors in the races to be staged on Tuesday, Thursday and Saturday evenings. These are real races, with the drivers competing for prize money. In addition to Mr. Meyer, other racing drivers of note will compete.

After the program drop over to Madam Dow's Restaurant, opposite Midway Entrance

The Douglas Printing Co. Ltd.

Printers, Bookbinders, Loose Leaf Manufacturers, Catalogue Builders

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SEIBERLING TIRES—Canada's Finest Tires, Seaman's Model Tire Repair, 95th St.
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Lou Meyer chooses an "Allis-Chalmers United Tractor.

"Sudden Service"

Madam Dow's Restaurant

After the Programme drop over for a Dainty Snack or Drink

Opposite the Midway Entrance

Just West of Roller Coaster

Eat and be Satisfied

Madam Dow's "Sudden Service" Restaurant, opposite Midway Entrance.

THE MAD-HATTERS' MARIONETTE SHOW

Most folk have seen marionette shows, and thoroughly enjoy the performance of the wee people, around 125 little figures animated by concealed strings and giving a very life-like performance. Adults enjoy this show as much as the children, and the Mad-Hatters give a performance of revues, songs, dances, and instrumental numbers that are a joy to all.

ALPHA—THE ROBOT, or MECHANICAL MAN

The most novel attraction ever shown in Canada comes direct from Wembley, London, England, where, after fourteen years of research, a mechanical monster masterpiece of creative genius was evolved from metal. The gleaming outer suit of chromium-plated steel is reminiscent of the knights of old. This automaton goes through a series of life-like movements at the word of command. It is also able to reply to a set number of questions that may be asked by any member of the public.

By an ingenious electrical device, it has been possible to house in one body the voice of both male and female, and a short conversation is held by Prof. May and the Robot, in which the latter uses both the high falsetto of a lady, and the deep voice of a man. This is truly a wonderful show, and not to be missed by anyone—man, woman or child.

THE AGRICULTURAL BUILDING

Don't miss the FLOWER SHOW, in the big Agricultural Building just north of the Willow Avenue entrance to the grounds. And don't be in a hurry when you visit this building, for to properly appreciate the splendid showing of flowers, world-famous grains, roots and vegetables, the fine Federal Government Exhibit, and the Horticultural Society's educational exhibit, will take more than a few minutes of your time. The one-farm exhibits are also to be found in this building; in this class, the men and women have cooperated, the men to show the products of the field, and their wives, their skill in housewifery—in curing and canning meats and vegetables, making cheese, etc.

The first prize in this class is \$40.00, and exhibits have been entered from Sedgewick, Fort Saskatchewan, Golden Spike, Viking, Minburn, and St. Albert, and other places.

Let us check your tires for that trip, Seaman's Model Tire Repair, 95th St. and Jasper

PUBLIC HEALTH EXHIBIT

Be sure—whether you be man or woman—to visit the Provincial Health Exhibit in the Women's Building, showing the work of the various Governmental institutions, and then go upstairs and look over the finest collection of women's work it has been the pleasure of the Exhibition management to present in many years.

EXHIBIT OF SCHOOL WORK

The Edmonton Public and Separate Schools, the High Schools, and the Technical School have prepared the finest exhibit of school work one could expect to see in an exhibition in a city many times the size of Edmonton.

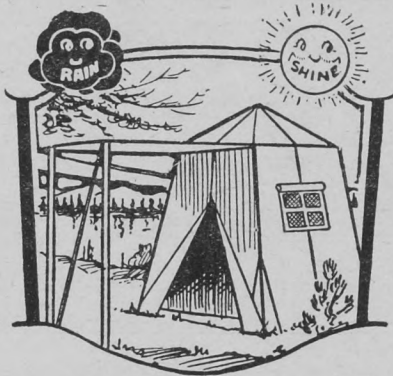
Some of the work of the Technical School pupils, in particular, is very fine, and the art exhibits are a revelation of what intelligent direction and natural gifts combined, can produce. The school work exhibits building is located north of the Forestry Building and east of the midway.

Madam Dow's Comfortable Restaurant, Just West of Roller Coaster.

Tents - Awnings - Flags

Canvas Covers of
all kinds

The Ideal Tent
which makes
camping
a
pleasure



Tents to Tent

Ask any camper
or tourist that
owns one.

Auto Tents and Camping Equipment always on hand. Tourist Tents of
all kinds specially made to order.

Our "Preservo" will waterproof any kind of canvas

Be sure to visit us and inspect our showrooms, you are always welcome.

Edmonton Tent & Awning Co. Ltd.

Formerly Edmonton Tent & Mattress Co. Ltd.

10046 102nd Street

R. Kenneth, Manager.

Phone 21763

Established over 30 years

SEIBERLING TIRES—Canada's Finest Tires, Seaman's Model Tire Repair, 95th St.
and Jasper.

Visit our Showrooms—Cockshutt Plow Co., Ltd., opposite Market Square

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Beauty Salon and Barber Shop

251-252-253 Birks Building

Guaranteed Oil Permanents, using the very latest Ultra-Modern Equipment

Newest Electro Manicure

After the Midway Performance don't forget the

ROYAL AMERICAN

Midway Shows

for Clean, Wholesome, Entertaining Fun

Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

PROVINCIAL GOVERNMENT POULTRY EXHIBIT

Commissioner G. M. Cormie of the Provincial Poultry Department and his assistants have prepared a very fine educational exhibit in the poultry house located just south of the Fire Hall Building, at the 115th Avenue entrance to the grounds, and will welcome visitors with their poultry problems and troubles.

VISIT THE DOG SHOW, AND CANARY AND POULTRY SHOWS

DOG SHOW—July 17, 18 19, in the Dog Show Building.

POULTRY SHOW—July 17, 18, 19, in the Fire Hall Building.

CANARY SHOW—July 18 and 19, in the Agricultural Building.

The Dog Show is staged by the Edmonton Dog Fanciers' Club; the Poultry Show is being put on by the Edmonton Poultry Club, and the Canary Show is one of the Exhibition Association departments.

WOMEN'S REST ROOMS

Will be found at various points on the grounds. The main rest room, on the verandah of the Women's Building, will be operated by the Edmonton Women's Institute; comfortable chairs and couches, bright awnings, and an opportunity to rest, are provided at no cost to patrons. Other rest rooms are to be found in the School Building, and in the Christian Monitor building.

Let us Examine your tires before buying new ones, Seaman's Tire Repair, 95th St. and Jasper.

See Lou Meyer drive an "Allis-Chalmers United Tractor" at 50 miles an hour.

CECIL HOTEL

J. A. BEAUCHAMP, Manager



75 Rooms—25 with Private Bath and Telephone
Running Water in every room—Entirely
Renovated—Reasonable Rates

Centrally Located—Right in the Heart of the Shopping and
Amusement District

Madam Dow's "Sudden Service" Restaurant, opposite Midway Entrance

MAMMOTH LIVE STOCK PARADE

Wednesday, Citizens' Day, you will want to stay at the exhibition grounds for dinner, so you will see the start of the magnificent parade of thousands of dollars worth of prize winning live stock, set for 7 p.m., in front of the grand stand. See the horses and cattle, sheep and swine that have made Alberta farmers and stock men famous all over the continent, and see some, also, from Ontario, Saskatchewan, Manitoba, and British Columbia. This will be a REAL SHOW, and one it would be a pity to miss.

The parade will be led by the C.N.R. Pipe Band.

EMERGENCY HOSPITAL

On the lawn in front of the Women's Building, operated by the Provincial Health Department, to give emergency service to those requiring it. Splinters, bad scratches, sprains, cinders in the eye, headaches—a thousand-and-one ailments are treated at this hospital each year.

SEIBERLING—The tire that never wears smooth. Seaman's Model Tire Repair,
95th Street and Jasper.

Lou Meyer chooses an "Allis-Chalmers United Tractor.

Scientifically
Cooled and
Ventilated



Edmonton's
Home of Super
Entertainment

Mon. and Tues.,
July 23, 24

JANET GAYNOR—CHARLES FARRELL in
"CHANGE OF HEART"

Wed., Thurs., Fri.,
July 25, 26, 27

MARION DAVIES—GARY COOPER in
"OPERATOR 13"

Sat., Mon., Tues.,
July 28, 30, 31

The Sensation of the Year
"SHOOT THE WORKS"

Wed., Thurs., Fri., Aug. 1, 2, 3 "LITTLE MAN WHAT NOW"

STRAND

Wed., Thurs., Fri.,

WARNER OLAND
in

"CHARLIE CHANG'S
COURAGE"

A Thrilling Detective Story

EMPRESS

Thurs., Fri., Sat.,

Big Double Feature Program—

JOHN BOLES in

"WILD GOLD"

Also

"ONE YEAR LATER"

With All-Star Cast

NEW LOW SUMMER PRICES

Eat at Madam Dow's, Just West of Roller Coaster.

BABY CHECK ROOM

Visitors NOT WANTED. This is a quiet spot—or the matron and nurses do their best to keep it quiet and restful, for the children left in their care while the parents enjoy the Exhibition.

Bunks for the babies-in-arms, high chairs and toys for the play-age babies, and sand piles and swings for the three-and-four-year-olds.

Bring the babies, and their bottles, and their food formulas or their food itself; a nominal fee is charged to pay for milk, etc., and for the services of the nurses. This fee is small enough to be within the reach of the least well-to-do, and the service rendered is good enough for the most fastidious.

FIRE PREVENTION EXHIBIT

The Provincial Fire Commissioner and Edmonton City Fire Chief, and the members of their departments, have prepared a splendid educational exhibit, to be found in the east wing of the Manufacturers' Building. Be sure to see this when you visit the big building.

Why not use the best—Seiberling Tires, Seaman's Model Tire Repair, 95th and Jasper

LOCATION OF OFFICES

Main Exhibition Office—Southwest corner of Arena.
Information Office—Rear of Grand Stand.
Bank and Cashier—Southeast corner of Arena.
Fire Hall—South of Agricultural Building, at 115th Avenue entrance to grounds.
Emergency Hospital—On lawn in front of Women's Building.
Baby Check Room—On south side of road leading to grand stand.
Police Station—At east end of grand stand.
Freight Office—At rear of Barn 33.
Ambulance—At Police Station and Race Infield.

LOCATION OF LAVATORIES

Main Lavatory—At rear of Roller Coaster.
Under Grand Stand.
In School Exhibits Building (women only).
Women's Building (women only).
In Arena.
At rear of Forestry Building.

NEW MIDWAY

The Royal American Shows, first time in Edmonton. Make up a big party; it's heaps more fun when there are eight or ten in your party, or even more. Try it just once—and you will find that you have only seen half the shows you want to visit, and you will likely want to date up the whole party for a return visit to the midway the next night—so don't wait until Saturday night for your big party. Renew your youth on the rides and in the fun houses, and forget your troubles in the fun of the midway shows and rides.

Space prevents a description of these—but anyway you'll see them all for yourselves.

Madam Dow's Comfortable Restaurant, Just West of Roller Coaster.

BASKETBALL TOURNAMENT

In some manner an error occurred on the Edmonton Exhibition poster, so that it was announced that a baseball tournament would be held at the Exhibition; this should have read: "basketball" instead of "baseball." Mr. A. R. Lawrence, who has managed the tournament ever since its inception at the Edmonton Exhibition, says that teams are still making entries, and as we must get this copy to the printers without further delay, we cannot wait for a complete list of the competing teams. Those entries now to hand are:

Girls' Teams—Andrew, Bruderheim, Clyde, Edson, Erskine, Hairy Hill, Lac La Nonne, Red Deer, Spruce Grove, and Tawatinaw.

Boys' Teams—Andrew, Bon Accord, Erskine, Galahad, Hardisty, Horse Hills, Kelsey, Leduc, Lamont, Mundare, Sedgewick, and Tofield.

Possible entrants are at Ponoka, Rochfort Bridge, Spirit River, Stony Plain and Vegreville.

PHILATELY EXHIBIT

Stamp collecting has become a hobby with many famous personages, including the King of England, who has one of the finest assortments of valuable stamps in private collections.

For the first time, there will be a philately exhibit at the Edmonton Exhibition, and this will be found in the Agricultural Building. This is not a competitive exhibit, but is loaned by various collectors.

TIRE TROUBLE? See Seaman's Model Tire Repair, corner 95th St. and Jasper.

POLICE AND FIRE PROTECTION

Every precaution is taken to have the grounds properly policed for the protection of patrons and properly protected from fire. Large detachments from the Police and Fire Departments of the City of Edmonton are constantly on duty in the grounds and buildings.

The police headquarters are located immediately east of the rear of the grand stand, and the firemen will be found just north of the 115th Avenue entrance to the grounds.

AUTO RACES? YES! WHEN? On Wednesday, July 25th! WHERE? At the Edmonton Exhibition Grounds!

J. Alex. Sloan, the dean of auto racing in Edmonton, will be back with auto race fans in Edmonton on Wednesday, July 25th. If the weather on that date is unsuitable for racing, the races will be held later in the same week. He will also have some extra thrillers, one being a "wall-crashing" by a car that is a knockout in more ways than one.

Next Wednesday, July 25th, is a half-holiday. Spend the afternoon at the Auto Races at the Edmonton Exhibition Grounds.

J. Alex. Sloan, who has in past years managed the very successful and popular automobile races put on on the Exhibition race track, is back again with better cars and even more experienced drivers than before, if that is possible. He will put on automobile races at the Edmonton Exhibition grounds on Wednesday afternoon, July 25th, with several thrilling added features: a very clever lady driver will give an exhibition of wall crashing with an automobile that is as realistic as it can be; she goes right through a board wall with her car.

Madam Dow's Restaurant—Clean, Cool, Comfortable. Opposite Midway Entrance

LIVE STOCK JUDGING PROGRAMME

Light Horses—Judging commences Tuesday, 2 p.m., in the Arena, continues as follows: Tuesday, 6.30, Arena; Wednesday, 2 p.m., Arena; Wednesday, 6.30 p.m., in front of Grand Stand; Thursday, 6.30 p.m., Arena.

Heavy Horses—Judging commences Tuesday, 10 a.m., in the heavy horse ring east of Arena; continues: Tuesday, 2 p.m.; Wednesday, 10 a.m.; Wednesday, 2 p.m.

Cattle—All judging with the exception of Red Polled and Ayrshires will commence Tuesday, 10 a.m., in cattle judging rings south of arena, and continue at 9.30 a.m. and 2 p.m., daily, until concluded. The Jerseys to be judged first, followed by Guernseys. Judging of Red Polled and Ayrshires will commence Wednesday, 10 a.m.

Sheep—Judging will commence Tuesday, 10 a.m., in the sheep sheds.

Swine—Judging will commence Wednesday, 10 a.m., in the swine sheds (or if sheep judging not concluded, swine will be judged at conclusion of sheep judging).

Poultry—Tuesday morning.

Dogs—Tuesday, 2 p.m.

Canaries—Wednesday, 11 a.m.

SPECIALS

Cavalry Race—Thursday afternoon, following the fourth running horse race.

High Jump—Friday evening, 7.30, in front of Grand Stand.

Grand Parade of Live Stock—Wednesday at 7 p.m., in front of Grand Stand.

Let us check your tires for that trip, Seaman's Model Tire Repair, 95th St. and Jasper

Cockshutt Implements give the Farmer the most for his money.

Everything in Material for Building

INTERIOR FINISH
BRICK TILE LIME CEMENT ETC.

Let us figure your requirements. Satisfaction guaranteed
Our Objective: "Your Entire Satisfaction"

Armitage McBain Lumber Co. Ltd.
Ring 25236 Corner Jasper and 93rd St.

Hungry? Go to Madam Dow's and satisfy Your Appetite. Opposite Midway

HERE'S AN OPPORTUNITY TO WIN SOME NICE PRIZES

No employee or official of the Edmonton Exhibition Association, or any member of their families, may compete.

The Edmonton Exhibition Association will give four sets of two prizes, consisting of merchandise to the value of \$5.00 for first prize, and to the value of \$3.00 for second prize, to the two people submitting the correct or nearest to correct estimates of the number of tickets for the Television and Robot Shows. Use the following coupon, giving your name and address, and drop it in the box at the show indicated:

No. 1—To be deposited at Television Show any time up to midnight of Wednesday, July 18;
Two prizes.

I hereby estimate that the number of tickets sold for the Television Show on Monday, Tuesday and Wednesday inclusive, will be:.....

(Signed).....(Address).....

No. 2—To be deposited at Television Show on Thursday or Friday, not later than midnight of Friday, July 20th. Two prizes.

I hereby estimate that the number of tickets sold for the Television Show on Thursday and Friday inclusive, will be:.....

(Signed).....(Address).....

No. 3—To be deposited at the Robot Show any time up to midnight of Wednesday, July 18th.
Two prizes.

I hereby estimate that the number of tickets sold for the Robot Show on Monday, Tuesday and Wednesday inclusive, will be:.....

(Signed).....(Address).....

No. 4—To be deposited at the Robot Show on Thursday or Friday, not later than midnight of Friday, July 20th. Two prizes.

I hereby estimate that the number of tickets sold for the Robot Show on Thursday and Friday inclusive, will be:.....

(Signed).....(Address).....

NOTE—Only those coupons will be considered which are properly filled in, and deposited in the boxes indicated at the shows mentioned. Names of winners will be announced through the press.

Your Car is as good as your Tires, Seaman's Model Tire Repair, 95th St. and Jasper

Lou Meyer


3 times AAA champion,
twice winner 500 mile
speed classic, Indianapolis

takes no
unnecessary
risks!



He is
using the
Famous

Firestone Tires



**2 EXTRA
CORD
PLIES
UNDER
the TREAD
at
NO EXTRA
COST**

Firestone Tires will give the same dependable performance on your car and are guaranteed against blowouts, cuts, bruises, and all other road hazards except punctures.

while attempting to break the World's Tractor Speed Record—
TUESDAY—THURSDAY—SATURDAY

JULY 17th, 19th, 21st

**MOTOR CAR SUPPLY CO. OF CANADA
LIMITED**

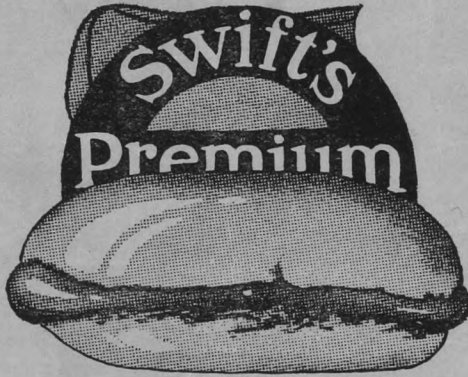
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Eat the Good Kind Always!

SWIFT'S
PREMIUM
RED HOTS

Seasoned Just Right for Hungry Appetites



**Delicious
to the
Last
Bite**



Swift Canadian Co. Ltd., Canada